



**SCOTTSDALE CITY COUNCIL  
JOINT TASK FORCE ON THE ARTS  
PUBLIC MEETING  
WEDNESDAY, MARCH 22, 2006  
SCOTTSDALE CULTURAL COUNCIL ANNEX CONFERENCE ROOM  
MERCADO VERDE BUILDING, 7373 E. SCOTTSDALE MALL, SUITE 18  
SCOTTSDALE, AZ 85251**

**PRESENT:** Wayne Ecton, Councilman  
Betty Drake, Councilmember  
Ron McCullagh, Councilman  
Louise Roman, Scottsdale Cultural Council Board  
Dick Hayslip, Scottsdale Cultural Council Board  
Gail Bradley, Scottsdale Cultural Council Board  
Valerie Vadala Homer, Director, Public Art Program

**STAFF:** Frank Jacobson, President and CEO of Scottsdale Cultural Council  
Michelle Korf, Deputy Director Downtown Group  
Donna Bronski, City Attorney's Office

**CALL TO ORDER/ROLL CALL**

The meeting of the Joint Task Force on the Arts was called to order by Michelle Korf at 11:48 a.m.

Ms. Korf began the meeting by introducing herself, noting that she works for the City of Scottsdale in the Downtown Group and is the staff liaison to the Scottsdale Cultural Council. She will also offer staff support to the Task Force.

Dick Hayslip is a member of the Cultural Council Board of Trustees and the Scottsdale Public Art Board Vice-Chair and works for Salt River Project.

Donna Bronski introduced herself, noting that she works for the City Attorney's Office. She represents the Downtown Group.

Gail Bradley has been on the Cultural Council Board for ten years; she is a past Chair and is participating through May, but is no longer an official Board Member. She has been on the Public Art Committee in the past and is looking forward to hopefully being on the Public Art Committee in the future. She works for Northern Trust Bank.

Councilmembers Wayne Ecton, Ron McCullagh, and Betty Drake introduced themselves. They were appointed by the Mayor to be on the Task Force.

Valerie Vadala Homer introduced herself, noting that she is the Director of the Scottsdale Cultural Council's Public Art Program.

Louise Roman introduced herself. She is a member of the Scottsdale Cultural Council Board of Trustees and a past Chair of the Public Art Committee. She is an independent art consultant.

Frank Jacobson introduced himself, noting that he is the President and CEO of the Scottsdale Cultural Council.

## **GENERAL BUSINESS**

### **1. Selection of Chair**

Ms. Korf explained that the role of the Chair would be to work with her and Mr. Jacobson to develop the agenda' for future meetings and chair the meetings.

A discussion ensued regarding the election of a Chairperson. Mr. Hayslip inquired whether it would be better to have a Councilmember as Chair or to have one of the Trustees be the Chair. Ms. Korf indicated that the choice is at the discretion of the group. Councilmember Drake suggested that a Co-Chair be chosen from each group. Mr. Jacobson opined that Councilmember Drake's suggestion would enable sharing of leadership, the agenda preparation and helping to determine what the priorities are.

**MS. ROMAN NOMINATED MR. HAYSLIP AS CO-CHAIR. COUNCILMEMBER DRAKE SECONDED THE NOMINATION AND NOMINATED COUNCILMAN ECTON AS CO-CHAIR. MR. HAYSLIP SECONDED COUNCILMAN ECTON'S NOMINATION. THE MOTION CARRIED WITH A VOTE OF SIX (6) TO ZERO (0).**

Councilman Ecton took over the meeting.

Ms. Korf clarified that the coordination and distribution of the meeting minutes would be handled by the Downtown Group Office.

### **2. Discussion of the mission of the Joint Task Force on the Arts**

Ms. Korf reviewed that the Task Force originated in part as a result of an audit of the Percent for Art ordinance and in part because the contract between the City of Scottsdale and the Scottsdale Cultural Council is up for renewal and will also be audited. Policy issues are expected to arise from each of these efforts. There was mutual agreement that there would be merit in having policy issues discussed by a subset of the City Council and the Trustees prior to being addressed by either governing body.

Mr. Jacobson added during the joint meeting between the City Council and the Cultural Council Trustees Executive Committee last September, it was recommended that a liaison body be developed. Mr. Jacobson noted that every month succeeding that meeting he, the Mayor, Ms. Dolan, Ms. Korf, Cathy Patterson, and Linda Milhaven met to discuss issues of mutual interest. This led to a recommendation to develop a task force to deal with larger policy issues. He mentioned that the Task Force has seen the Percent for Art Audit, which includes references to the Joint Task Force to work through some of these issues.

Councilman Ecton inquired whether one of the Task Force's main objectives was to react to the audit. Mr. Jacobson explained that there were two main objectives suggested by Ms. Patterson and the Mayor.

Mr. Jacobson identified that one objective would be to look at the Public Art ordinances. He noted that in the course of the last two or three years, Public Art has wanted to make changes to the ordinances a priority. Public Art is mission one because the audit is complete, recommendations are coming from the Public Art Board, and a lot of time has been spent researching other public art ordinances.

Mr. Jacobson stated that the second objective would be to talk about the contract between the City and the Cultural Council. About two years ago the Cultural Council requested the contract be rolled over for another five years in order to provide time for them to complete the update of their strategic plan. He noted that the strategic plan was completed a year ago. One result of that plan was changes to their governance structure. The Public Art Board, the Scottsdale Center for the Performing Arts Board, and the SMOCA Board are operating bodies of the Cultural Council Board of Trustees. Two representatives, a Chair and a designee, of those Boards sit on the Board of Trustees.

Councilman Ecton clarified that the reason steps were taken to change the organization was to improve management of each division and to encourage more community involvement and contributions. Mr. Jacobson added that there are now over sixty volunteer leaders serving on the Boards overall.

In response to an inquiry by Councilmember Drake concerning whether it would be within the purview of the Joint Task Force to take a high-altitude view of larger citywide cultural issues, Mr. Jacobson opined that that involvement would be helpful, especially within the context of the renewal of the master agreement. He added that as the mission is modified, more emphasis should be put on cultural development projects and the cultural affairs of the City as a whole. He mentioned that when the Cultural Council was created, it was with the intent that they undertake cultural affairs planning for the City. He opined that there is a missing link with the City, that when the Cultural Council thinks something is important, the information is viewed by City Council as reports and offers no input.

Councilmember Drake recalled that in the past there was talk about the cultural desert, extending facilities and program elements all over the community and integrating it with the culture of Scottsdale. She suggested that the Joint Task Force brainstorm some of those ideas, noting that there are many opportunities

with developers and applicants that are interested in doing something for the public benefit; a strategy could be developed to guide the generosity and good energy toward a framework.

Councilmember Drake recommended working towards enhancing the uniqueness of Scottsdale's identity as an art place. She opined that ways need to be found to encourage artists to locate in Scottsdale through live/work spaces and to support the local artist community.

Councilmember Drake mentioned that she met with Myra Millinger regarding the Maricopa Partnership for Arts and Culture and they will be collaborating on some projects. She asked what the Joint Task Force could do to support that effort and some of their objectives in collaboration with the adjoining communities.

Councilman Ecton noted that ten years ago he tried to find a location for live and work spaces for artists and was unsuccessful. He opined that the perfect location would be similar to the office complex on 5<sup>th</sup> Avenue where David Ortega's offices are located. He suggested that there are places all over the country that could serve as models.

Mr. Jacobson expressed that he was glad to hear the Councilmembers' interest in issues that he and Ms. Korf had been discussing for the last several years. He stated that having an ongoing dialogue would enable ideas to be prioritized to take Scottsdale into the next generation.

Councilman Ecton identified the three objectives that had been discussed; to review the public art ordinances, to start working on how the contract should be molded, and the cultural issues for the whole city.

Co-Chair Hayslip agreed that the three things were linked. He opined that in reviewing the contract and the public art ordinances, they need to think of how to craft them in a way that would facilitate the planning and nurturing of the kinds of initiatives that had been talked about.

Councilman Ecton opined that the City needed to be more of a partner in the process and be willing to help fund the efforts. He noted that City Council had frustration with Mr. Jacobson having to come in on individual, incremental projects and have had disagreements on their funding decisions. Agreement on the mission would make it easier to move forward.

Councilmember Drake opined that the City Council Members need to support the Cultural Council in every way possible without telling them how to run their programs. The purpose of creating the Cultural Council was to have a degree of separation. She suggested that the different issues that Mr. Jacobson has brought before City Council could be addressed with some of the city wide planning and by planning and budgeting in anticipation of upcoming projects.

Councilman Ecton clarified that the role of the Cultural Council needed to be clearly defined and that it needs to be determined what the City Council needed to do to support that role.

Ms. Korf inquired whether the regional effort mentioned by Councilmember Drake should be included as part of the third objective. Councilman Ecton opined that the Committee was not created to delve into how Scottsdale should cooperate with Phoenix or the County; he had no problem with it being included as an objective, but did not get the feeling that it was to be one of the major roles. Councilmember Drake commented that it may not be a major focus, but if Scottsdale was going to be the best it can be, then discussion should be engaged to inform other City Council Members of the work that is being done. Councilman Ecton stated that he had included the issue as a subset under third objective regarding citywide cultural issues.

Mr. Jacobson stated that he wanted to make sure everybody knew what the Maricopa Partnership for Arts and Culture was doing and what their objectives are, because part of the process is to be educative. He explained that the Maricopa Partnership for Arts and Culture was created about a year and a half ago out of a regional task force of business, arts, and political leaders that were brought together to assess the arts and cultural institutions and artists in the wider metropolitan area. The result of the study demonstrated that the Phoenix area is at the bottom of a competitive set of cities for support of the arts in general. The Battelle Memorial Institute from Cleveland did this study and helped make the case on the fragility of the arts and cultural organizations in the metropolitan area; as a result the new nonprofit was created with an intent to educate the community and to find ways to infuse up to \$50 million into the arts budgets of the arts organizations in this area. Mr. Jacobson stated that if modeled after cities such as Denver and Salt Lake by adding a tenth of a cent regional sales tax, Maricopa County could potentially add \$45 million to a budget. Scottsdale needs to be at the table to ensure the opportunity to share.

Councilmember Drake commented that the study demonstrated the importance of the arts to our economic well-being and quality of life. Attracting highly creative talent to Scottsdale and keeping them here should be a goal. She reiterated that the study engaged the business leaders of the Valley to form a non-profit agency to spearhead an effort to find a dedicated funding source for the arts.

Councilman Ecton added that recently the Tourism Development Commission did a survey in which visitors were asked what they thought Scottsdale needed more of. He noted that art and culture were high on the list. Also, one surprising comment was that Scottsdale needed more shopping and restaurants. Councilman Ecton opined that one reason for those comments was that the high-end resorts want to keep people on their property, so they do not provide information about Scottsdale's existing shopping and restaurants. The second factor for the comments was that not enough information about shopping and restaurants is being distributed. He mentioned that another top issue mentioned by visitors was not enough Indian art and culture and not enough opportunities for tours in the Preserve. He opined that those issues would be appropriate to talk about, in order to encourage visitors to return and to engage local residents.

Councilman Ecton commented that he was discouraged with the number of young people who participate in local functions, except for SMOCA. He inquired whether there were any studies to measure the age of attendees at functions.

Mr. Jacobson stated that there has not been money to do those types of studies, particularly in SMOCA.

Councilman Ecton stated that unless there were other ideas of what the objectives ought to be, he and Ms. Korf would craft a mission statement from what had been discussed.

Co-Chair Hayslip opined that the Task Force needed to stay focused on Scottsdale. He noted that Maricopa Partnership of Arts and Culture was dealing with areas that do not have a leg-up culturally the way that Scottsdale does. Commissioner Drake stated that the Maricopa Partnership of Arts and Culture focus on arts and economic vitality and that sustaining quality of life is something applicable to Scottsdale. If that could be part of discussions, it would support their effort.

In response to a question by Ms. Roman, Mr. Jacobson identified that the Scottsdale representatives on Maricopa Partnership of Arts and Culture include Scottsdale business people. He noted that Kathy Hotchner sits on one of MPAC's working groups. Councilmember Drake noted that she would be one of the resource liaisons in Scottsdale; she was not yet sure to what extent officially.

Ms. Korf stated that she would draft a mission statement and review that with Councilman Ecton. A draft of the mission statement would be placed on the agenda for consideration at the next meeting.

**3. Identification of specific issues/areas of interest for future meetings**

Councilman Ecton opined that identification of specific issues and areas of interest for future meetings had been covered in the detail of the discussion concerning the mission of the Joint Task Force on the Arts.

**4. Priorities for the Joint Task Force**

Councilman Ecton asked for input concerning prioritizing issues.

Councilmember Drake opined that the Public Art Ordinances were top priority. She inquired whether there were any other minor issues within the Audit that should be addressed. Ms. Korf stated that she would create a document identifying the policy related issues that came out of the Percent for Art Audit.

Mr. Jacobson suggested that while working through the update of the ordinances, the audit findings and recommendations would be addressed. He encouraged a fresh look at the ordinances as if the Audit did not exist. Councilman Ecton agreed noting that an internal audit's function is to point out things that are not in accordance with the ordinances so that adjustments can be made.

Mr. Jacobson suggested that an important issue would be discussing whether drawing funds from the Capital Improvements Program to pay for the administration of the Public Art Program is appropriate. He noted that the Auditors impression was that the funds could not be used for that purpose; Ms.

Dolan recommended using the ordinance to clarify this issue. He opined that one of the goals in terms of priority and time frame would be to get clarification of all of the questions pertaining to Public Art, so that there is no question of legality at the final budget approval.

In response to a question by Councilmember Drake, Mr. Jacobson stated that one of the things the Cultural Council would like to do is walk the City Council Members through the ordinances as they stand, compared to what they were and then take suggestions so they can move in the direction that research has shown. Councilman Ecton agreed that the issue should be on the next agenda and that the audit issues could integrate into the new ordinance to be dealt with together.

Mr. Jacobson remarked that if there are three Ordinances, one that could be disposed of would be the Sculpture Pad Program; he gave a brief history of the genesis of the program. Ms. Vadala Homer explained that City Staff at the time this program was created insisted it become an ordinance, which the Cultural Council argued was unnecessary. The program was inactive because the gallery owners did not want to support it; she opined it should be done away with.

Ms. Korf stated that staff was going to provide a review of the policy issues related to each of the ordinances. She noted that Staff should hold off on recommendations until Task Force members have been briefed on each of the ordinances.

Mr. Jacobson suggested that a discussion of the Public Art Ordinance be a priority so that consideration of the budget process would be completed by July. The art-in-private-development ordinance is complicated and will take more time.

Ms. Korf clarified that at the next meeting Staff would identify policy related issues with regards to the publicly funded Percent for Art ordinances and that the Art In Private Development ordinance would be addressed at a future meeting.

In response to a question by Ms. Korf, Councilmember Drake confirmed that the background materials provided enough information for a solid understanding of the Public Art Program. Ms. Vadala Homer offered to meet with Councilman McCullagh to provide him with more information on the Public Art Program.

Mr. Jacobson asked for the third objective, the Task Force reserves time to start a discussion about the kinds of things they would like to talk about in terms of cultural development planning. Ms. Bradley suggested developing a one-page list of the areas that money is coming from to fund the Public Art Trust and what the alternatives would be. Ms. Vadala Homer suggested also providing a project overview with funding sources.

Ms. Vadala Homer mentioned that the website would provide many resources for more information; the direct link will be e-mailed to all Joint Task Force Members.

## 5. **Next Steps**

Councilman Ecton opined that the Joint Task Force on the Arts should meet every two weeks. A discussion ensued regarding the best time and day to hold the next two meetings. It was decided that the next meeting will be on Friday, April 14<sup>th</sup> at 11:30 a.m., with lunch available beginning at 11:00 a.m. The following meeting will be held on Tuesday April 25, 2006, also at 11:30 a.m. It was decided that meetings would be scheduled one month at a time.

Councilman Ecton suggested time be spent at the next meeting discussing the City Wide Cultural Role issue. Councilman McCullagh inquired about incorporating the topic of artists in residence into the discussions and asked if it would include what Janie Ellis is doing.

Councilmember Drake mentioned people in downtown Phoenix who are buying old buildings and warehouses and renovating and renting to artists for very little money, noting that would be a challenge in Scottsdale.

Mr. Jacobson mentioned a nonprofit corporation out of Minneapolis called Art Space Projects whose mission is to build, manage, and retain artist studio housing. He explained that they take advantage of federal tax credits, state tax credits, or whatever they can do for affordable housing and buy the property. They maintain a large portfolio and cannot sell the space. He suggested that a group like that could come in at a future meeting and assess the concept for Scottsdale. Mr. Jacobson opined the south end of Scottsdale Road would be a possible location; something could be built as a buffer between the renovated neighborhoods and Scottsdale Road.

Councilman Ecton remarked that he tried to find a way to develop spaces eight or ten years ago working with Sam Campana. The handicap in Scottsdale is that there are no old buildings to convert. Ms. Roman noted that old hotels and strip malls are sometimes used.

In response to a suggestion by Councilmember Drake that the industrial spaces in the Airpark be utilized, Councilman Ecton opined that tourists would not be drawn to the Airpark. Councilmember Drake recommended that the Task Force members visit the Phoenix Art Detour; she stated that they need to find locations that would be affordable.

Mr. Jacobson recommended that that a running list could be developed over the next few months of things that the Task Force would like to explore, including live/work spaces, in order to ultimately bring the ideas to the Cultural Council and the City Council.

In response to an inquiry by Councilman McCullagh about the newspaper article concerning a proposed new art center in north Scottsdale, Mr. Jacobson explained that the article was about the Sonoran Desert Arts Center reorganizing their board.



Councilman McCullagh opined that while they need to at least passively support the regional effort, the focus should be on Scottsdale. The standpoint of City Council is that Scottsdale be perceived as the arts and cultural leader of the state, which should be the focus. He stated that the Joint Task Force needed to select and make a serious commitment to a few bigger ideas. In response to a question by Ms. Bradley, Councilman McCullagh clarified that discussing housing for artists may not be time well spent, because it seems almost like a pipe dream.

Mr. Jacobson suggested that bringing Art Space Projects to town for an assessment would develop a full list of options. Councilman Ecton noted that he has worked with them before.

Councilman Ecton noted that he was also worked with the Sonoran Desert Arts Center, who wanted 25 acres. He connected them with the Rawhide ownership, but that fell through because the developer wanted a million dollars an acre.

Ms. Roman mentioned that in Europe there were spaces created by constructing housing on parking structures and suggested that something similar may be more viable.

Councilman Ecton stated that Art Space Projects is highly qualified to do a study and suggested that staff acquire a quote for an assessment.

In response to an inquiry by Councilman McCullagh about whether the Task Force would address the performing arts, Mr. Jacobson replied that it could be looked at in relationship to the contract.

Councilman Ecton commented that one of the issues to deal with is the fact that over the years City Council has approved a standard percentage of increase every year, which limits what the Cultural Council is able to do. Responsibilities and duties cannot continue to be added without providing the appropriate amount of money. Councilman McCullagh mentioned that he agreed with Councilman Ecton's perspective. He mentioned the public comments about the choices made concerning art and theatre productions. Ms. Bradley commented that the reason for creating the Cultural Council was to separate the City Council from arts decisions so that they are not in a position of defining what art is. Councilman Ecton commented that there will always be people who do not like what is being done. The City Council's challenge is doing what is right for the City.

Mr. Jacobson stated that staff would like the opportunity to discuss the Center's renovation project. Councilman McCullagh asked about a reference he saw recently to installing a balcony in the theatre. Mr. Jacobson stated that the Trustees and the Center for the Performing Arts requested that a theatre consultant come in to analyze the theatre. Mr. Jacobson discussed the ramifications and visibility and acoustical issues that related to adding a balcony. An assessment would also be done for updating the theatre to make it a viable facility for the next thirty years without adding a balcony. Staff will bring a report back to the Task Force when the assessment is completed. Councilman Ecton suggested that the return on investment may need to be overlooked in order to continue to provide top quality shows.

Mr. Jacobson commented that the Cultural Council and the Center for Performing Arts Boards have been wrestling with the idea of building a larger theatre in order to compete with other parts of the Valley, such as Mesa, for productions. There are big policy and financial issues that the community ought to be talking about. In response to an inquiry by Councilman McCullagh, Mr. Jacobson stated that he would provide a list of all the theatre venues in the Valley along with their seating capacity and he would do the best he could to obtain the individual city contributions; he suggested that Phoenix, Mesa, Chandler, and Tempe have the most significant programs.

Co-Chair Hayslip commented that the freeway has had an impact on the distance Scottsdale residents are willing to go attend theatre productions. Ms. Roman commented that it would be interesting to see a population overlay depicting the location of different venues.

Mr. Jacobson reported that Mesa's Center is not affected by their financial problems because the operating budget of the Center comes from the quality of life tax and is isolated from the rest of that city's budget.

### **UPCOMING MEETINGS**

April 14, 2006 at 11:30am at the Scottsdale Cultural Council Annex Boardroom  
April 25, 2006 at 11:30am at the Scottsdale Cultural Council Annex Boardroom

With no further business to discuss, the meeting adjourned at 1:22 p.m.

Respectfully submitted,  
A/V Tronics, Inc.

**Officially approved by the Joint Task Force on the Arts: \_\_\_\_\_**